

Message Text

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70

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 SS-15 NSC-05 CIAE-00

INR-07 NSAE-00 SAJ-01 PA-01 PRS-01 USIA-06 L-03 SIL-01

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DRAFTED BY COM/BEWT/OEWTD/SRABRAHAMSON

APPROVED BY EB/OCA/CM/BEBYRON

COM/BEWT/TDAD/RSTECHSCHULTE

EUR/EE/DMILLER

COM/BEWT/EE/RSARICH

EB/OCA/CD/HCAHILL

COM/BEWT/ATDOWNEY

EB/EWT/JBEMIS (INFO)

COM/US/JKTABOR

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P 122234Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY BUDAPEST PRIORITY

C O N F I D E N T I A L STATE 137813

TAGS: BEXP, HU

SUBJECT: BUDAPEST SPRING FAIR

FOLLOWING FROM UNDERSEC COMM TABOR FOR AMB MCALIFFP

REF:BUDAPEST 1543

1. APPRECIATE PROMPT AND FULL REPORT OF EFFECTIVENESS OF
U.S. EXHIBIT AT BUDAPEST FAIR.

2. WE HAVE INVESTIGATED THE FAILURE OF TWO EXHIBITORS TO
BE PRESENT AT FAIR DURING PERIOD OF VISIT OF HUNGARIAN
DIGNITARIES AND YOURSELF. APPLIED DIGITAL REPRESENTATIVE
WAS NOT PRESENT IN BOOTH BECAUSE OF BREAKDOWN OF INTERNAL
CORPORATE COMMUNICATION. IN TELEPHONE CALL PRESIDENT OF
FIRM VERY APOLOGETIC AND IMMEDIATELY ARRANGED FOR APPLIED
DIGITAL EUROPEAN REPRESENTATIVE TO MAN BOOTH LAST TWO
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DAYS. REGARDING COMPUTER LINK, WE WERE ADVISED THAT

REPRESENTATIVE ARRIVED AT FAIR FEW HOURS AFTER START OF EXHIBITION.

3. WE ROUTINELY TRY TO KEEP EXHIBITORS WELL INFORMED AND COORDINATED, BUT ON RARE OCCASIONS OUR EXHIBITORS FALL SHORT OF DESIRED PERFORMANCE. FORTUNATELY THESE INSTANCES ARE INFREQUENT AND THEY ARE OUTSIDE COMMERCE DIRECT CONTROL.

4. THE ABSENCE OF U.S. EXHIBITORS WAS PARTICULARLY DISAPPOINTING SINCE WE UNDERSTAND THAT THE REST OF U.S. EXHIBIT WAS SO HIGHLY SUCCESSFUL. PLEASE ACCEPT AND FORWARD TO ALL PARTIES CONCERNED MY PERSONAL GRATITUDE AND HEARTIEST CONGRATULATIONS FOR A JOB WELL DONE. KISSINGER

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Disposition Approved on Date:
Disposition Authority: CunninFX
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Disposition Comment: 25 YEAR REVIEW
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Disposition Reason:
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TAGS: BEXP, HU
To: BUDAPEST
Type: TE
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